

Local Public Affairs

WNNX features 90 minutes of public service programming each week. Agenda X is an interview based program that gives community non-profits, civil service organizations, etc. the opportunity to inform the public of the organizations issues or events.

In addition, each Thursday during 99X's morning drive guest Caren West is given about a quarter hour to inform Atlanta of upcoming entertainment, cultural or other events of public interest.

Creating or Selecting Programming

Public service programming for WNNX is determined through several methods. First and foremost 99X has an open door to the public. Phone calls and emails soliciting messages to air are encouraged and routed to our in-house public service director. We keep ourselves aware of community events and offer our airwaves to those organizations.

Every six months we hold community ascertainment hearings. In these sessions at least 12 guests from the Atlanta community are interviewed one on one about their organizations efforts and needs. Guests are selected from several areas of the community including military, education, public service, transportation, women's interests, etc.

Civic, Cultural and Other Community-Responsive Programming

All public service programming on WNNX is localized. Our main public service resource is our Public Service Announcements. PSAs on 99X run seven times per day, in every daypart, seven days a week.

In our PSAs we've informed the Atlanta community on a variety of events and causes from exhibits at the High Museum of Atlanta to educational needs of Clayton County. 99X publicized a special 9/11 display at the Jimmy Carter Library and Museum and 99X annually supports the Festival of Trees at the Atlanta Civic Center benefiting the Children's Hospital. All of these events have enjoyed amazing success, we hope in part due to our contribution.

Through our PSAs we've also educated on issues of public concern. We've run pollution awareness messages for the Clean Water Campaign. 99X regularly informs listeners of blood drive locations for the Red Cross of Atlanta. We've run educational PSAs for AID Atlanta, Narconon and the Georgia Transplant Foundation.

All of the above topics as well as dozens more are covered quarterly and in depth on our weekly, 90 minute program, Agenda X. Agenda X also features regular visits from the Better Business Bureau. President of the BBB, Fred Elsberry, discusses topics such as identity fraud and safe internet purchasing.

The program also regularly features safety programming dependent on the time of year. In May we run a prom safety program; around the holidays, DUI awareness; in the summer, boating safety.

Station Participation in Community Activities

After over a decade serving the Atlanta community 99x has become the station city event coordinators and non-profits call on annually for assistance. 99X

supports many events through PSAs and specialty public service programming. Throughout the year we also support many events on-site.

Each year we support and have our own walking team for AIDS Walk Atlanta. Hands On Atlanta, a non-profit advocacy group that places volunteers, annually holds a day of service called Hands On Atlanta Day. 99X puts together its own team of volunteers to help out with various beautification projects and also host the after party of over 10,000 persons.

99X has also been involved in the restoration of playgrounds, building of public skate parks in troubled areas and most recently heavily devoted PSA time to hurricane relief efforts both locally and for our neighboring states.

In addition to all this, 99X has its own non-profit fundraising initiative, the award-winning I Am 99X Foundation. Through various events such as concerts, in-house CD releases and an on-line auction on the 99X website our station raises money for local Atlanta charities. Tens of thousands of dollars have been passed along to organizations such as the Chattahoochee Riverkeeper and the Atlanta Community Food Bank.

There is also a Foundation page at 99X.com where all public service announcements are mirrored and contain additional information.

In conjunction with the Georgia Association of Broadcasters, we are actively involved with the Amber Alert (Levi Alert) child abduction system. Our full-time traffic reporter uses a variety of public and commercial traffic services to report congestion, accidents and flow information to Atlanta's commuters. We also participate in the Georgia Clean Air Campaign promoting alternative commuting approaches.

We are very proud of the effort of our station. The community sees tangible results from the effort of our people. From the thousands of dollars contributed to the millions of dollars in awareness, Susquehanna makes a significant contribution to our local market.

Sincerely,

Mark Renier
SVP/General Manager
WNNX/Susquehanna Radio Corp